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## **Axon Sports and GSK Human Performance Lab Announce Strategic Partnership**

PHOENIX, AZ and Melbourne, Australia – 3 December 2013 – Axon Sports, a wholly owned subsidiary of Cogstate Limited, has today announced that it has formed a partnership with the GSK Human Performance Lab, a world-class research facility focused on elite human performance.

Under the agreement, Axon Sports has made available its suite of advanced cognitive training programs for use by the facility. Additionally, Axon Sports, working with GSK sports scientists, will drive research and development of its newest cognitive sports training programs including those for football (soccer), cricket and rugby at the facility.

The GSK Human Performance Lab is a global centre for excellence that is dedicated to deepening understanding of human performance across six core areas - strength, stamina, hydration, metabolism, recovery and cognition.

Axon Sports president Jason Sada said it was a huge boost that the Company's cognition technology had been selected to underpin this work and for use in related elite-level training and support programs at the GSK Human Performance Lab.

"At Axon Sports, we are focused on discovering the role of the brain in achieving superior athletic performances and developing innovative tools to train the unique cognitive tasks that are required," Mr Sada said.

"We are very proud to be partnering with the team at the GSK Human Performance Lab to understand and assist elite athletes in their complete body-brain preparation."

Lab partners include professional athletes and sports teams, governing bodies for sports codes, and also military personnel and extreme explorers.

The partnership has already assisted explorer and ultra-athlete Richard Parks by preparing both his brain and body for his solo, unassisted and unsupported trek across Antarctica, a journey of 1,200km (745 miles).

Parks completed cognitive assessment tests prior to leaving on his expedition in October 2013, and will use Axon Sports tools for cognitive priming during his trip.

The GSK Human Performance Lab combines GSK's scientific expertise with external advisors and cutting-edge technology, and is performing both applied and discovery-focused research.

The research carried out will help GSK Human Performance Lab scientists to develop improved training, recovery, nutrition and competition programmes for its partners, enabling them to break through the limits of human performance.

Partners will have access to both sport-specific and core cognitive training applications from Axon Sports to prepare the athletic brain for training and competition.

Ken van Someren, Head of R&D at the GSK Human Performance Lab, said: "Axon Sports is a key strategic partner of the GSK Human Performance Lab".

"They will help us unlock the power of the brain; giving our partners better understanding of how the brain can drive and improve performance."

"Over time, the research and science behind our partners' success will help GSK develop products that better meet the needs of all our consumers," Mr van Someren said.

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**About Axon Sports:**

The mission of Axon Sports is to "protect and train the athletic brain". Axon's focus is to research, develop and deliver cutting edge tools to assess, monitor and improve the athletic brain.

Axon has been developing sport specific training products, initially focused on American football and baseball, and the resulting technologies have now been launched within a small number of elite US college programs. In addition, the first of Axon's consumer iPad apps was launched in 2012.

In the area of sports related concussion, Cogstate's technology has been used by a number of highly regarded institutions and sporting organisations around the world for almost 10 years. That technology is now marketed to consumers as Axon Sports. Current users of Cogstate/Axon Sports in Australia include

the AFL and NRL, whilst in the USA elite programs such as the NBA, WNBA, NHL as well as college programs such as University of Notre Dame, University of Michigan and University of Connecticut all use the Axon Sports system.

#### **About GSK Human Performance Lab**

The GSK Human Performance Lab has the world's most advanced technology, scientists, research and development capabilities under one roof. Its scientists will work with elite partners to provide in-depth research across every aspect of human performance, enabling them to develop improved training, recovery, nutrition and competition programmes.

#### **About Cogstate**

Cogstate Ltd (ASX: CGS) is a multi-faceted cognitive assessment and training company, focused on the development and commercialisation of rapid, computerised tests of cognition (brain function). It has three distinct business units:

**Clinical Trials:** In the clinical drug trial market, Cogstate technology and associated services are used by pharmaceutical and biotechnology companies to quantify the effect of drugs or other interventions on human subjects participating in clinical trials. Since sales into the clinical trials market began in 2004, Cogstate has secured agreements with top pharmaceutical companies including Pfizer, AstraZeneca, Bristol-Myers Squibb, GlaxoSmithKline, Johnson & Johnson, Novartis, Lundbeck, Daiippon Sumitomo, Targacept, Otsuka, and Servier.

**Healthcare:** In the primary care or general practice setting, the Cogstate's COGNIGRAM™ assesses cognition in patients and the reports generated on the basis of this assessment can allow physicians to identify subtle changes that could be indicative of the early stage of a neurodegenerative disease, such as Alzheimer's disease. Cogstate intends to develop COGNIGRAM™ to monitor changes in cognitive function following concussion or after treatment with drugs or other types of interventions. In June 2012, Cogstate entered into an agreement with Merck Canada Inc. providing it with the exclusive right to market and promote COGNIGRAM™ in Canada.